

# INVITATION



## ADDED VALUE SERVICE MARATHON

AEROSPACE, ENERGY AND CREATIVE  
INDUSTRIES AS CATALYST FOR  
BIOTECHNOLOGY, ICT AND MEDICAL DEVICES  
FOR HEALTH INNOVATION

Malmö, Sweden- May 14<sup>th</sup>, 15<sup>th</sup> 2019

Have you...

...already applied to H2020 I4SME?

...already got funded by H2020 I4SME?

Are you preparing a proposal for H2020 I4SME Phase II?

Do you have no experience yet in I4SME?

If the answer to any of these questions is

**YES**

Then, you should attend the  
**R&I Project Marathon**

Would you like...

...to meet with your KAM?

...to get more insights about Acceleration Period?

...to know Cross4Health Services Portfolio?

...to network with other awarded teams?

If the answer to any of these questions is

**YES**

Then, you should attend the  
**CROSS4HEALTH Marathon**

### Why?

Because you will...

... learn how to reach the mark to get funded

...reinforce your project's market fit and route to market

... discuss about your project with potential clients and channels

Because you will...

... clarify your doubts about the process working hand to hand with your KAM

...be able to make your choice about services

...discuss about your project with potential allies, clients and channels

### How?

1. Through a series of key-note speeches and interactive co-creating activities based on the learning-by-doing method working hand in hand with experts about:

- Integral R&I project building and how does it impact opportunities for success
- Reinforcing the project's market fit and competitive positioning
- Market segmentation and business modelling
- Potential market size calculations and market targets refinement

2. Through a demo session and networking with hospitals, investors, foundations, etc.

3. AND participating into remote evaluation session with experts and H2020 evaluators for all participating SMEs

1. Through a series of Round Tables for each service type where Cross4Health partners will explain project's service offer and answer general questions:

- EU and national instruments funding support. Networking and Linking with investors
- Developing strategy for specific markets, Business plan development, Scale out
- Business modelling based on LEAN Canvas, coaching, scale up
- Product Development strategy
- Regulatory strategy
- Web & mobile tools support // development
- IPR consulting

2. Through one-2-one meetings between SMEs and Cross4Health partners.

**Both opportunities will take place at a two-day event through parallel sessions.**



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 73139

<b>Added Value Service Marathon AGENDA</b>		
<b>DAY 1: TUESDAY 14th MAY</b>		
13:00 – 13:30	<b>Registration</b>	<b>BIOTECYL &amp; RTDI</b>
13:30 – 14:00	<b>Welcome and Introduction to C4H</b>	<b>NHT</b>
	<ul style="list-style-type: none"> <li>- Welcome and presentation of C4H Project</li> <li>- Explanation on logistics and event agenda</li> </ul>	<b>NHT</b> <b>BIOTECYL/RTDI</b>
14:00 – 15:00	<b>PLENARY SESSION: C4H SERVICES</b>	<b>NHT</b>
15:00 – 17:30	<b>Pitch/ Demo session</b> <ul style="list-style-type: none"> <li>- Awarded SMEs are invited to pitch their projects / Demo technology to the audience</li> </ul>	<b>AWARDED SMEs</b>
17:30 – 19:00	<b>NETWORKING COCKTAIL</b>	
<b>DAY 2: WEDNESDAY 15th MAY</b>		
09:00 – 10:00	<b>PLENARY SESSION: IPR ISSUES</b>	<b>KEY NOTE SPEAKER (TBC)</b>
10:00 – 10:30	<b>WELCOME / NETWORKING COFFEE</b>	
10:30 – 13:30	<b>PARALELL SESSIONS</b>	
	<b>R&amp;I PROJECT MARATHON (RTDI)</b>	<b>C4H SERVICES MARATHON (Partners)</b>
	<b>INTEGRAL R&amp;I PROJECT BUILDING TOWARDS SUCCESS IN MARKETS AND EU FUNDING PROGRAMMES</b> <p>Key-note speech:</p> <ul style="list-style-type: none"> <li>- What is integral R&amp;I project building and how does it impact opportunities for success? How can I do it: Which steps I need to go through and which tools do I have available? (Eva García, RTDI)</li> </ul> <p>Interactive activities:</p> <ul style="list-style-type: none"> <li>- Co-creation session over idea concept (awarded SMEs working hand in hand with experts). Reinforcing the project's market fit and competitive advantage.</li> </ul>	<b>PRESENTATIONS OF C4H SERVICES</b> <p>Presentation of C4H Added Value Services offered by partners and providers (fare-trade and face2face meetings)</p>
13:30 – 14:30	<b>LUNCH</b>	
14:30 – 15:30	<b>PLENARY SESSION: CERTIFICATION/REGULATION</b>	<b>KEY NOTE SPEAKER (TBC)</b>
15:30 – 18:00	<b>INTEGRAL R&amp;I PROJECT BUILDING TOWARDS SUCCESS IN MARKETS AND EU FUNDING PROGRAMMES (on-going)</b> <p>Key-note speech:</p> <ul style="list-style-type: none"> <li>- How to calculate the potential market size and refine targets. Market segmentation and business modelling (Eva García, RTDI)</li> </ul> <p>Interactive activities:</p> <ul style="list-style-type: none"> <li>- Co-creation session over business strategy (awarded SMEs working hand in hand with experts). Reinforcing the project's route to market.</li> </ul>	<b>ADVANCING ON C4H SERVICES</b> <p>Presentation of C4H Added Value Services offered by partners and providers (fare-trade and face2face meetings)</p>
18:00 – 18:30	<b>PLENARY SESSION:</b> <ul style="list-style-type: none"> <li>- Final wrap up, conclusions and farewell</li> </ul>	<b>NHT/BIOTECYL</b>

Evaluation session with experts/H2020 evaluators (This session will take place remotely).



## Venue:

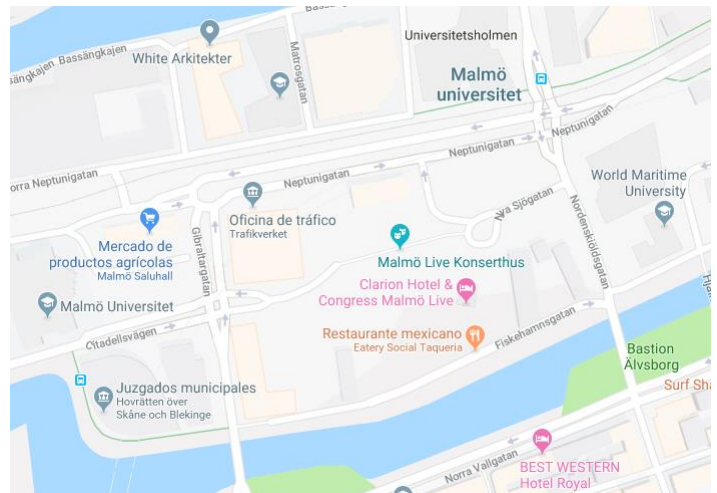
The event will be held in [Clarion Hotel & Congress Malmö Life](#), Dag Hammarskjölds torg 4, Malmö.

## Registrations:

If you are interested, please write an email to: [projects@biotecyl.com](mailto:projects@biotecyl.com)

## Contact:

[projects@biotecyl.com](mailto:projects@biotecyl.com)



## More information:



Web: <http://www.cross4health.eu/>



Facebook: @Cross4Health



Twitter: @Cross4Health



LinkedIn Group: Cross4Health

